

Serial No. 09/825,328
Attorney Docket No. US010164
Page 2 of 17

IN THE SPECIFICATION

Please amend the specification as follows:

On page 2, please amend the second full paragraph beginning on line 15 as follows:

--A need therefore exists for a method and apparatus for making recommendations based on the preferences of the user and environmental factors characteristics, such as location, characteristics of the location or weather. A further need exists for a method and apparatus for learning a user's preferences under various environmental conditions characteristics. Yet another need exists for a method and apparatus for selecting an alternate radio station or another item based on the user's demonstrated preferences under similar environmental conditions characteristics, such as in the same or a similar geographic area.--

On page 2, please amend the third full paragraph beginning on line 27 as follows:

--Generally, a recommendation system is disclosed that generates recommendations for one or more items based on preferences of the user and one or more environmental factors characteristics. The disclosed recommender learns the user's preferences under various environmental conditions characteristics using an environmental data collection system. The observed environmental conditions characteristics may include, for example, location, characteristics of the location, weather or characteristics of the user's motion, such as a rate of movement.--

On page 3, please amend the first full paragraph beginning on line 3 as follows:

--The user's behavior is monitored in order to derive the user's preferences under various environmental conditions characteristics. For each positive and negative behavioral example (such as radio stations listened to or not listened to), a number of attributes of the

Serial No. 09/825,328
Attorney Docket No. US010164
Page 3 of 17

selected item are classified in the user profile together with the prevailing environmental conditions characteristics. Thereafter, when recommending an item, such as an alternate radio station, the disclosed recommender retrieves the user profile(s) and evaluates the current environmental conditions characteristics. A recommendation score can be generated for each available item based on the user's demonstrated preferences under similar environmental conditions characteristics, such as in the same or a similar geographic area or under similar weather conditions.—

On page 4, please amend the fourth full paragraph beginning on line 20 as follows:

—As shown in FIG. 1, the audio recommender 100 evaluates each of the programs in an audio program database 200 to generate one or more program recommendation(s) 150 indicating audio programs of interest to a user. According to one feature of the present invention, the audio recommender 100 makes recommendations based on the preferences of the user and environmental factors characteristics, such as location, characteristics of the location or weather. Thus, according to another feature of the present invention, the audio recommender 100 learns the user's preferences under various environmental conditions characteristics using an environmental data collection system 140.—

On page 4, please amend the fifth full paragraph beginning on line 31 as follows:

—For example, the audio recommender 100 may learn that a given user prefers Jazz music in New Orleans, a radio station with frequent traffic reports when leaving an urban setting (or when the movement is characterized by stop-and-go traffic) and a radio station with a "Top 40" program type when the weather is sunny and above 55 degrees. Once derived, the user's preferences under various environmental conditions characteristics are recorded in one

Serial No. 09/825,328
Attorney Docket No. US010164
Page 4 of 17

or more user profile(s) 360, discussed below in conjunction with FIG. 3.--

On page 5, please amend the first full paragraph beginning on line 7 as follows:

--The observed environmental conditions characteristics may include, for example, location, characteristics of the location, weather or characteristics of the motion, such as the rate of movement. The location can be derived, for example, from a global positioning system (GPS) 142 or an enhanced cellular 911 (E911) system (not shown). The current location indicated by the GPS 142 can be utilized to index an atlas or another reference to derive characteristics of the location, such as whether the location is urban or rural, its average weather, and its proximity to an urban area. The characteristics of the movement can be derived from a motion sensing system 144, such as rate of motion from a speedometer. The weather can be derived, for example, from a weather data collection system 148, which may be embodied as a link to a weather database (indexed by the location identified by the GPS system 142) or as an external thermometer that monitors external air temperature.--

On page 5, please amend the second full paragraph beginning on line 23 as follows:

--As discussed below in conjunction with FIG. 4, when recommending an alternate radio station or another item, the audio recommender 100 retrieves the user profile(s) 360, and evaluates the current environmental conditions characteristics. Thereafter, the audio recommender 100 generates a recommendation score based on the user's demonstrated preferences under similar environmental conditions characteristics, such as in the same or a similar geographic area or under similar weather conditions. In this manner, the audio recommender 100 generates one or more program recommendations 150 identifying radio stations that are likely of interest to the user.--

Serial No. 09/825,328
Attorney Docket No. US010164
Page 5 of 17

On page 6, please amend the first full paragraph beginning on line 1 as follows:

--As shown in FIG. 1, the audio recommender 100 contains an audio program database 200, one or more viewer profiles 360, and an environmentally influenced audio recommendation process 400, each discussed further below in conjunction with FIGS. 2 through 4, respectively. Generally, the audio program database 200 records information for each radio station in the exemplary embodiment. One illustrative viewer profile 360, shown in FIG. 3C, is generated by a decision tree recommender, based on an exemplary viewing history 300, shown in FIGS. 3A and 3B. In an alternate implementation, an explicit viewer profile may be employed. An explicit viewer profile may be generated from a viewer survey that provides a rating for each program feature and environmental condition characteristic, for example, on a numerical scale that is mapped to various levels of interest between "hates" and "loves," indicating whether or not a given viewer watched each program feature. The environmentally influenced audio recommendation process 400 generates the program recommendations 150 based on the preferences of the user and environmental factors characteristics, such as location, characteristics of the location or weather.--

On page 8, please amend the second full paragraph beginning on line 10 as follows:

--FIG. 3C is a table illustrating an exemplary user profile 360 that may be generated by a decision tree television recommender from the listening history 300 set forth in FIGS. 3A and 3B. As shown in FIG. 3C, the decision tree user profile 360 contains a plurality of records 371-374 each associated with a different rule specifying user preferences under various environmental conditions characteristics. In addition, for each rule identified in column 380, the user profile 360 identifies the conditions associated with the rule in field 385 and the

Serial No. 09/825,328
Attorney Docket No. US010164
Page 6 of 17

corresponding recommendation in field 390. For a more detailed discussion of the generation of profiles in a decision tree recommendation system, see, for example, U.S. patent application Ser. No. 09/466,406, filed Dec. 17, 1999, entitled "Method and Apparatus for Recommending Television Programming Using Decision Trees," incorporated by reference above.—

On page 8, please amend the third full paragraph beginning on line 25 as follows:

—The environmental factors can be emphasized in the recommendation score, for example, by allowing a user to assign a weight each feature that is utilized to compute the overall score. In a further variation, the rules can be ordered in accordance with the number of environmental factors characteristics appearing in the conditions of each rule, or as selected by the user. --

On page 8, please amend the fourth full paragraph beginning in line 31 as follows:

--FIG. 4 is a flow chart describing an exemplary environmentally influenced audio recommendation process 400. The environmentally influenced audio recommendation process 400 generates the program recommendations 150 based on the preferences of the user and environmental factors characteristics, such as location, characteristics of the location or weather.—